8863443 Ver# 5 Status Revised Traffic Order# 37421

Printed: 10/22/20 Last Received: 10/22/20

10/22/2012 9:44 AM 10/22/2012 8:23 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser ( ) BERKLEY, SHELLY
Product BERKLEY/SENATE/D

Estimate#

Rep Order#

EC'd Yes

MICHAEL DETTORRE

Buyer Phone# Fax# Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES

Salesperson Phone# Salesperson FAX#

202-872-5880 202-872-0263 1 of 8

## --- CONTRACT COMMENT ---

## --- REMARKS ---

REVISION, DO NOT DOUBLE BOOK TOTAL - \$73.485

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	I		400A-459A Comment:		:30	\$25.00	10/23-10/26	7	1	7	\$175.00	
	2		400A-459A Comment:		:30	\$25.00	10/29-10/29	2	1	2	\$50.00	
	3		700A-90CA Comment:		: 30	\$200.00	10/23-10/26	10	1	10	\$2,000.00	
	4		700A-900A Comment:		: 30	\$200.00	10/29-10/29	2	1	2	\$400.00	
	5		500A-600A Comment:		: 30	\$225.00	10/23-10/26	10	1	10	\$2,250.00	
	6		500A-600A Comment:		: 30	\$225.00	10/29-10/29	2	1	2	\$450.00	
	7		600A-700A		:30	\$275.00	10/23-10/26	8	1	8	\$2,200.00	

Printed: Last Received: 2 of 8 10/22/2012 9:44 AM Rep Order# 8863443 EC'd Yes Status Revised Traffic Order# 37421 Ver# 5 10/22/2012 8:23 AM nes

d Yes	Last Received.
	Showing Buylines: All Line

Advertiser Product	Advertiser ( ) BERKLEY, SHELLY			_Y	., .	gency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 gency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Buyer Phone# Fax#	MICH	IAEL D	ETTORRE		Flight Da Hiatus W	tes		/2012 - 10/29/201	2	Salesperson Salesperson		202-872- 202-872-			
LT Ln	Day	7	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
					-									~~*~	
8	М		600A-700A				: 30	\$275.00	10/29-10/29	2	1	2	\$550.00		
		Buyli	ne Comment:	NEWS											
9	TU-	- F	1200P- 1230P				:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00		
		Buyli	ne Comment:	NEWS											
10	М		1200P- 1230P				:30	\$325.00	10/29-10/29	1	1	1	\$325.00		
		Buyli	ne Comment:	NEWS											
11	TU-		300P-40CP				:30	\$375.00	10/23-10/26	4	1	4	\$1,500.00		
		Buyli	ne Comment:	ELLEN											
12	М		300P-400P				: 30	\$375.00	10/29-10/29	1	1	1	\$375.00		
		Buyli	ne Comment:												
13	TU-	-F	1000A- 1100A				:30	\$1,575.00	10/23-10/26	2	1	2	\$3,150.00		
		Buyli	ne Comment:	PRICE RITE											
14	M		1000A- 1100A				:30	\$1,575.00	10/29-10/29	1	1	1	\$1,575.00		
		Buyli		PRICE RITE											
		•													
15	TU-	-F	900A- 1000A				:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00		
		Buyli	ne Comment:	KELLY											
16	M		900A- 1000A				:30	\$300.00	10/29-10/29	1	1	1	\$300.00		
		Buyli	ne Comment:	KELLY											
17	SU		500P-70CP				: 30	\$225.00	10/28-10/28	0	0	0	\$0.00		
		Buyli	ne Comment:	NEWS											

Rep Order# EC'd Yes	8863443	Ver# 5	Status Revised	Traffic Order# 37421		10/22/2012 9:44 AM 10/22/2012 8:23 AM	3 of	8
					ines			

Proc	ertiser Iuct	LAS-TV LAS VE ( ) BERKLE BERKLEY/SEN	EY, SHELL	Υ	PH	Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES					
Estin Buye Phot	ne#	MICHAEL DET	FORRE		Agency C/P1/ Flight Dates Hiatus Week	10/23	3/2012 - 10/29/201	2	Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263					
LT	Ln	Day T	ime	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart			
			000 7000			- 20	\$225.00	10/27-10/27	2	1	2	\$450.00				
	18		00P-700P Comment:	NEWS		;30	\$223.00	10/2/-10/2/	Z	1	6.	2430.00				
	19	TU-F 5	00P-63CP			:30	\$400.00	10/23-10/26	10	1	10	\$4,000.00				
		Buyline	Comment:	NEWS												
	20		00P-63CP			:30	\$400.00	10/29-10/29	2	1	2	\$800.00				
		Buyline	Comment:	NEWS												
	21		30P-500P Comment:	NEWS		:30	\$350.00	10/23-10/26	4	1	4	\$1,400.00				
	22		30P-500P Comment:	NEWS		:30	\$350.00	10/29-10/29	1	1	1	\$350.00				
	23	SA 7	00P-80CP			:30	\$220.00	10/27-10/27	1	1	1	\$220.00				
			Comment:	ET WKND												
	24	TU-F 7	00P-80CP			:30	\$1,225.00	10/23-10/26	3	1	3	\$3,675.00				
		Buyline	Comment:	ET/INSDR												
	25		00P-800P	ET /INCDD		:30	\$1,225.00	10/29-10/29	2	1	2	\$2,450.00				
		Buyline	Comment:	ET/INSDR												
	26		30P-700P Comment:	INS EDIT		:30	\$1,400.00	10/23-10/25	1	1	1	\$1,400.00				
							a1 400 00	20/00 20/00	,	1	1	\$1,400.00				
	27		30P-700P Comment:	INS EDIT		:30	\$1,400.00	10/29-10/29	1	1	1	₹1,¶00.00				
	28	TU 8	00P-90CP			:30	\$2,000.00	10/23-10/23	C	0	0	\$0.00				

Buyline Comment: NCIS

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 Yes
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Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser ( ) BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#					1831 C PHILA	Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Buyer Phone# Fax#	MI	CHAEL D	ETTORRE		Flight Dates Hiatus Weeks		/2012 - 10/29/201	2	Salesperson Salesperson		202-872- 202-872-				
LT Ln		Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart		
29		ru	1000P- 1100P			:30	\$1,300.00	10/23-10/23	0	0	0	\$0.00			
		Buyli	ne Comment:	VEGAS											
30		ru	900P- 1000P			:30	\$2,000.00	10/23-10/23	0	0	0	\$0.00			
		Buyli	ne Comment:	NCIS LA											
31		TH .	900P- 1000P			:30	\$1,800.00	10/25-10/25	1	1	1	\$1,800.00			
		Buyli	ne Comment:	PERS OF INT											
32		SU	700P-800P			:30	\$1,300.00	10/28-10/28	1	1	1	\$1,300.00			
		Buyii	ne commenc.	ov min											
33	1	1	1000P- 1100P			:30	\$1,900.00	10/29-10/29	0	0	0	\$0.00			
		Buyli	ne Comment:	HAWAII 5.0											
34		1	900P- 1000P			:30	\$2,200.00	10/29-10/29	0	0	0	\$0.00			
		Buyli	ne Comment:	2 GRL/MIKE&MLLY											
35		SU	1000P- 1100P			:30	\$7,700.00	10/28-10/28	1	1	1	\$7,700.00			
		Buyli	ne Comment:	MENTALIST											
36		P	1000P- 1100P			:30	\$1,400.00	10/26-10/26	1	1	1	\$1,400.00			
		Buyli	ne Comment:	BLUE BLOODS											
*3	7	7	900P- 1000P			:30	\$1,200.00	10/26-10/26	0	0	0	\$0.00			
		n1.2	6	MD TH TDOM											

Buyline Comment: MD IN JRSY

Sales Remark: V5 .

V5 Comment Changed, Spots/week Changed

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 Printed:
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 EC'd
 Yes
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Showing Buylines: All Lines

Statio Adver Produ	rtiser ict	(		VEGAS KLEY, SHELL ENATE/D	Y	Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Estim Buyer Phone Fax#	*	MICI	HAEL DI	ETTORRE		Flight Da Hiatus W	ites		/2012 - 10/29/20	12	Salesperson Salesperson		202-872- 202-872-		
LT	Ln	Da	У	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
					*										
	38	SU		900P- 1000P				:30	\$1,400.00	10/28-10/28	0	0	0	\$0.00	
			Buylir	ne Comment:	GD WIFE										
	+39	F		800P-900P				:30	\$1,200.00	10/26-10/26	0	0	0	\$0.00	
			Buylir	ne Comment:	CSI:NY										
		Sa	les Rem	nark: V5	· .										
		V5	Commen	t Changed,	Spots/week Changed										
	40	М		800P-90CP	MEND (DDEN)			:30	\$1,600.00	10/29-10/29	0	0	0	\$0.00	
			RUYLIR	ne Comment:	MTHR/PRTNR										
	41	TH		1000P-				:30	\$2,200.00	10/25-10/25	1	1	1	\$2,200.00	
	1.1	***		1100P					42,000.04	,,	_	_		,	
			Buylir	ne Comment:	ELEMNTRY										
	42	SU		800P-90CP				:30	\$7,350.00	10/28-10/28	1	1	1	\$7,350.00	
			Buylir	ne Comment:	AMZING RACE										
								2.0	41 000 00	10/01/10/01			*	21 000 00	
	43	W	D1	800P-90CP	CUDITUE			: 30	\$1,900.00	10/24-10/24	1	1	1	\$1,900.00	
			BUYLL	ne Comment:	2084148										
	44	W		900P-				:30	\$2,300.00	10/24-10/24	0	0	0	\$0.00	
	44	VV.		1000P				:30	32,300.00	10/24-10/24	0	· ·	0	20.00	
			Buylir	ne Comment:	CRIM MINDS										
	45	M		1000P- 1100P				:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
			Buylir	ne Comment:	CST										
			Dayrr.	ic commence.	03:										
	46	TH		800P-90CP				:30	\$2,100.00	10/25-10/25	1	1	1	\$2,100.00	
					BG BNG/2.5 MEN				,		-		_		
			4												
	47	SA		1000P-				:30	\$750.00	10/27-10/27	1	1	1	\$750.00	
			B 3.1	1100P	40 110 11107										

Buyline Comment: 48 HR MYST

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 EC'd Yes
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 Showing Buylines: All Lines
 Showing Buylines: All Lines

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Product	Advertiser ( ) BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#				PHIL	Ageney ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES					
Buyer Phone# Fax#		MICHAEL D	ETTORRE		Flight Dates Hiatus Weeks		3/2012 - 10/29/201	12	Salesperson Salesperson	Phone# FAX#	202-872- 202-872-					
LT I	-n	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart			
			7,0000		=											
4	18	TU-F	1130P- 1230A			:30	\$200.00	10/23-10/26	4	1	4	\$800.00				
		Buyli	ne Comment:	LTTRMN												
4	19	М	1130P- 1230A			:30	\$200.00	10/29-10/29	0	0	0	\$0.00				
		Buyli	ne Comment:	LTTRMN												
5	0.0	TU-F	1237A- 137A			:30	\$110.00	10/23-10/26	4	1	4	\$440.00				
		Buyli	ne Comment:	FRGUSN												
						5.0	6110 00	10/22 10/22	,	1	1	\$110.00				
5	1	M	1237A~ 137A			:30	\$110.00	10/29-10/29	1	Ţ	1	3110.00				
		Buyli	ne Comment:	FRGUSN												
5	i 2	SA-50	1100P-			:30	\$300.00	10/27-10/28	2	1	2	\$600.00				
			1130P				7200100									
		Buyli	ne Comment:	NEWS												
5	3	TU-F	1100P-			:30	\$500.0C	10/23-10/26	4	1	4	\$2,000.00				
		Royli	1130P ne Comment:	NEWS												
		20,11	A Property of the Property of	Nano.												
5	4	M	1100P- 1130P			:30	\$500.00	10/29-10/29	1	1	1	\$500.00				
		Buyli	ne Comment:	NEWS												
5	5	SU	400P-500P			:30	\$135.00	10/28-10/28	1	1	1	\$135.00				
		BUYII	ne comment:	ELCTRC PLYGRND												
5	6	SA	530P-600P			:30	\$135.00	10/27-10/27	0	D	0	\$0.00				
		Buyli	ne Comment:	INS EDIT												
5	57	sti	630A-800A			:30	\$1,225.00	10/28-10/28	1	1	1	\$1,225.00				
~		20	UJUN-UUUN			. 50	41,220.00	10/20 10/20	-	-	-	,				

Buyline Comment: SUN MRN

EC.q	Yes				Showing Buylines: All Lines								
Station I Advertiser Product Estimate# Buyer Phone# Fax#		KLAS-TV LAS VEGAS ( ) BERKLEY, SHELI BERKLEY/SENATE/D MICHAEL DETTORRE		LY	1831 C PHILA Agency C/P1/P2	CHESTNU ADELPHIA E	A, PA 19103		Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES			ES	
					Flight Dates Hiatus Weeks			2		Salesperson Phone# Salesperson FAX#		5880 0263	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
			77777	***************************************				we was size 400 == 400 ==	w/ 100 PE, EL TV EF				
	58	SU Buyl:	600A-630A			:30	\$525.00	10/28-10/28	1	1	1	\$525.00	
	59	SU Buyl:	800A-830A			:30	\$1,225.00	10/28-10/28	1	1	1	\$1,225.00	
	60	SU Buyl:	830A-9007 ine Comment			:30	\$265.00	10/28-10/28	0	0	0	\$0.00	
	61	SA Buyl:	800P- 1000P ine Comment	: SAT NIGHT PRIME MOVI	IE	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
	62	TU-F Buyl:	137A-237 <i>I</i> ine Comment	A : ELECT PLAYGROUND/ET		:30	\$40.00	10/23-10/26	2	1	2	\$80.00	
	* 63		800P-90CI ine Comment			:30	\$2,100.00	10/26-10/26	1	1	1	\$2,100.00	
	* 64	TU-F	900A- 1000A			:30	\$300.00	10/23-10/26	1	1	1	\$300.00	

Printed:

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Traffic Order# 37421

Status Revised

--REPORT TOTALS---

Rep Order# EC'd Yes 8863443

Report Totals: 124 / \$73,485.00

V5 Added

-- SALES MONTHLY TOTALS---

Oct 12: 104 / \$63,850.00 Nov 12: 20 / \$9,635.00

Buyline Comment: KELLY

Status Revised Rep Order# 8863443 Ver# 5 Last Received: 10/22/2012 8:23 AM EC'd Yes Showing Buylines: All Lines ) SHORR JOHNSON MAGNUS Rep Firm Station KLAS-TV LAS VEGAS Agency ( Sales Office ( ) WASHINGTON 1831 CHESTNUT ST Advertiser ( ) BERKLEY, SHELLY ) MIKE JONES BERKLEY/SENATE/D PHILADELPHIA, PA 19103 Salesperson ( Product Agency C/P1/P2/E Estimate# Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 202-872-5880 Buyer MICHAEL DETTORRE Salesperson FAX# Hiatus Weeks 202-872-0263 Phone# Fax# Sales Totals: 124 / \$73,485.00 Station Totals: 124 / \$73,485.00 Lines not sent/rold/rtrn: 0 / \$0.00 -COMPETITIVE-25% KTUD 0% 08 30% KSNV 40% KTNV \$244,950 CABL KLAS Market Totals 0% 0% KVCW 0% KVMY KVVU 5% UNKN

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null Books RA35+ Demos